



**November, 2016**

**TO: Lumpkin County Board of Commissioners**

**RE: 3<sup>rd</sup> Quarter Report to County Board**

Third Quarter, 2016 has been an exceptional quarter for city and county tourism.

To hit a few highlights:

- Bed tax revenue for the quarter is up, compared to last year – 10% for the city and 6% overall
- Combined lodging receipts exceeded \$2 million for the quarter – for the second year in a row
- Six Gap participant numbers rebounded strongly – over 2,000 riders, compared with slightly more than 1,800 last year (when major competition was the World Cycling Championships in Richmond, VA)
- A popular “Trike Race” was added to the Criterium this year, just for fun – six teams competed and the City of Dahlonega was the Trike Race champion.
- Earned media value for placed stories about Dahlonega exceeded \$1 million with more than 13 million viewers or readers learning about the destination, events and activities.
- The number of walk-in visitors to the Visitors Center is up slightly for the quarter, reversing a trend experienced in 2015.
- The number of motorcoach visitors to Dahlonega is up sharply compared to third quarter, 2015.
- Website statistics show large numbers of visits – 178,461 for the quarter -- and new visitor visits are up an average of 46% to the Dahlonega.org website.
- Social media analytics show Facebook likes and reach up significantly compared to 2015 and Twitter fans have more than doubled.
- 4<sup>th</sup> of July – this year’s “better-than-ever” Independence Day celebration went far beyond a parade and fireworks to include an “Adventure Zone” family entertainment component and Hancock Park watermelon and pie eating contests.
- Welcome Back Students Block Party – re-branding the welcome back event as a block party increased vendor participation and students attendance.

- AVA designation for “Dahlonge Plateau” has moved to first place on the TTB’s approval list – we’re working with wineries within the region and preparing materials for this pending announcement.
- Gold Museum 50<sup>th</sup> anniversary and planned major renovation – although details are thin at this point, we are poised to help Georgia State Parks promote this major event for 2017.
- Wedding Expo – this first-year event drew more than 100 brides-to-be, their parents and fiances and booked real events, catering and services business for the more than 30 participating vendors. The event included three venue tours with five to seven venues on each tour.
- Dahlonge Wine Trail – The sixth annual weekend event brought nearly 1,000 wine enthusiasts to Dahlonge, an increase of almost 150 from a year ago. The trail was expanded by one winery, with the addition of Kaya.
- Wine Walk – The Chamber, with support from all wine tasting rooms in downtown Dahlonge, the growler store and the wine package store, debuted a “Wine Walk by the Glass” promotion, which has proven successful. More than 445 wine glasses – purchase of which permit two tastes at each of the tasting rooms for \$2.75 plus tax – have been sold since September 1.

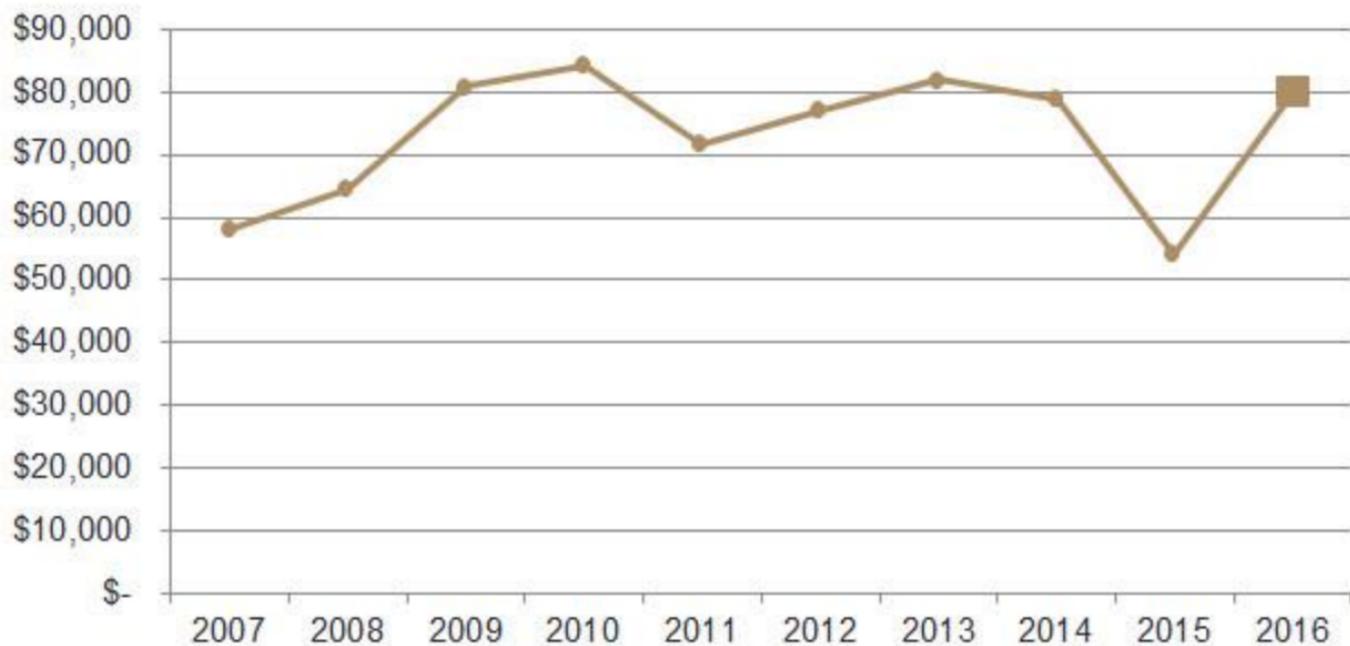
Attached are: a comprehensive chart of 3<sup>rd</sup> Quarter measure-ables, a linear chart of bed tax revenue increases since 2007, and Six Gap statistics for 2016.

Thank you.

Amy Booker  
President  
Dahlonge-Lumpkin Chamber & Visitors Bureau

David Zunker  
Tourism Director  
Dahlonge-Lumpkin Chamber & Visitors Bureau

## Six Gap Century & Three Gap Fifty Profit



■ Estimated profit



**Dahlonoga-Lumpkin County Chamber & Visitors Bureau**  
**Tourism Report**  
**3rd Qtr 2016**

<b>Visitors Center Tracking</b>	July 2015	July 2016	Aug 2015	Aug 2016	Sept 2015	Sept 2016	3rd Qtr 2015	3rd Qtr 2016	Percent +/-
Walk-in Visitors	19,805	20,746	14,370	13,561	16,019	16,296	50,194	50,603	0.8%
Motorcoach Visitors	60	236	82	73	260	699	402	1,008	150.7%
Total Motorcoaches	2	5	2	2	7	14	11	21	90.9%
Visitors Center Mailouts	159	203	173	882	337	79	669	1,164	74.0%
Bulk Request Fulfillment	880	450	325	780	431	71	1,636	1,301	-20.5%
Wedding Info Requests	162	30	151	180	161	110	474	320	-32.5%
Relocation Packets	70	4	33	76	42	41	145	121	-16.6%
<b>Website Analytics</b>									
Total Sessions (Visits)	63,308	64,438	53,822	57,007	56,331	59,479	178,461	180,924	1.4%
New Visitor Sessions (Visits from New Users)	49%	46%	49%	46%	49%	48%	48	46	-4.2%
Total Users	33,898	34,233	29,124	28,817	30,580	31,730	93,602	94,780	1.3%
Total Pageviews	133,706	134,360	112,773	116,566	120,580	124,066	367,059	374,992	2.2%
<b>Social Media Analytics</b>									
Facebook Likes	13,826	15,062	13,926	15,174	13,996	15,245	41,748	45,481	8.94%
Facebook Reach	789	1,487	1,326	1,989	1,315	1,362	3,430	4,838	41.05%
Twitter Fans	1331	1,735	1386	1,749	1412	1,788	4129	5,272	27.68%
Twitter Impressions	8782	2590	10200	1719	3097	1349	22079	5,657	-74.38%
Instagram Fans	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
<b>Public Relations Publicity</b>									
Viewers/Readers	1,537,547	3,836,370	3,626,360	1,678,251	5,390,384	7,981,815	10,554,182	13,496,436	27.88%
Earned Media Value	\$ 42,379.80	\$ 144,365.40	\$ 137,527.00	\$ 79,677.00	\$ 267,492.48	\$ 1,040,527.00	\$ 447,399.28	\$ 1,264,569.40	1.83%

<b>Bed Tax Tracking</b>	<b>July 2015</b>	<b>July 2016</b>	<b>Aug 2015</b>	<b>Aug 2016</b>	<b>Sept 2015</b>	<b>Sept 2016</b>	<b>3rd Qtr 2015</b>	<b>3rd Qtr 2016</b>	<b>Percent +/-</b>
Month of Actual Overnight Stays	May Guests	May Guests	June Guests	June Guests	July Guests	July Guests			
County Lodging Revenues Taxed	\$ 308,358.20	\$ 315,404.80	\$ 299,119.00	\$ 330,201.80	\$ 235,024.60	\$ 199,624.40	\$ 842,501.80	\$ 845,231.00	0.3%
County Bed Tax Collected	\$ 15,417.91	\$ 15,770.24	\$ 14,955.37	\$ 16,510.09	\$ 11,751.23	\$ 9,981.22	\$ 42,124.51	\$ 42,261.55	0.3%
City Lodging Revenues Taxed	\$ 432,465.00	\$ 454,896.40	\$ 409,899.00	\$ 480,667.80	\$ 419,283.80	\$ 450,690.00	\$ 1,261,647.80	\$ 1,386,254.20	9.88%
City Bed Tax Collected	\$ 21,623.28	\$ 22,744.82	\$ 20,494.95	\$ 24,033.39	\$ 20,964.19	\$ 22,534.50	\$ 63,082.42	\$ 69,312.71	10%
Combined City-County Taxable Revenues	\$ 740,823.80	\$ 770,301.20	\$ 709,018.00	\$ 810,869.60	\$ 654,308.20	\$ 650,314.40	\$ 2,100,150.00	\$ 2,231,485.20	6%
Total Combined 3Q Bed Tax Reports	\$ 37,041.19	\$ 38,515.06	\$ 35,450.32	\$ 40,543.48	\$ 32,715.42	\$ 32,515.72	\$ 105,207.23	\$ 111,574.26	6%
<b>"3rd Quarter" Refers to the months the Chamber received the County and City Bed Tax - Not actual Overnight Tourists during 3rd Quarter</b>									
<b>*Monthly Report Represents Overnight Stays Two Months Prior - For example, July Chamber Receipts are May Overnight Visitors - Collected by City/County in June</b>									

## Bed Tax Received vs Tourism Expenditures by Chamber

